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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/714,665

11/17/2000

Michael William Urbanski

057234-0101

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FOLEY AND LARDNER LLP
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EXAMINER

CHAMPAGNE, DONALD

ART UNIT

PAPER NUMBER

3622

MAIL DATE

DELIVERY MODE

06/29/2007

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.		Applicant(s)	
	09/714,665		URBANSKI ET AL.	
	Examiner		Art Unit	
	Donald L. Champagne		3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 27 March 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 2, 4, 5, 8, 14, 17, 19, 20, 23, 25, 26, 29, 32, 34, 35 and 40-56 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 2, 4, 5, 8, 14, 17, 19, 20, 23, 25, 26, 29, 32, 34, 35 and 40-56 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 17 November 2000 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Prosecution Re-opened after Decision on Appeal

1. In its decision mailed on 17 August 2006, the Board of Patent Appeals and Interferences entered new grounds of rejection pursuant to 37 CFR § 41.50(b). Appellant chose to reopen prosecution by seasonably filing an appropriate amendment of the claims so rejected. A new non-final rejection of those amended claims follows.

Claim Objections

2. Claims 2, 4, 5, 17, 19, 20, 44-46 and 51-53 are objected to under 37 CFR 1.75(c), as being of improper dependent form for failing to further limit the subject matter of a previous claim. Applicant is required to cancel the claim(s), or amend the claim(s) to place the claim(s) in proper dependent form, or rewrite the claim(s) in independent form. The claims add only nonfunctional descriptive matter. See MPEP 2106.IV.B.1(b), first paragraph.

Claim Rejections - 35 USC § 102 and 35 USC § 103

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 2, 4, 5, 8, 14, 17, 19, 20, 23, 25, 26, 29, 32, 34, 35, 40-43, 47-50 and 54 are rejected under 35 U.S.C. 102(e) as being anticipated by DeLorme et al. (US005948040A).

Art Unit: 3622

6. DeLorme et al. teaches (Independent claims 40 and 47 and 54) a computer implemented method, computer readable storage medium containing said method and a system of communicating information concerning a target location for which a user seeks information from a server to a user's computing/communication device communicatively connected to said server on a network, the method comprising the steps of:

determining a said target location (*the Palisade restaurant* among restaurants along a user-selected route in Seattle, Washington, col. 49 line 60 to col. 50 line 8) specified by said computing/communication device independently of a current physical location of said computing/communication unit and said server;

at said server retrieving from a database at least one of a plurality of categories of sponsored information (col. 28 lines 1-6 and 56-64, and col. 47 lines 45-56) provided by exclusive sponsors (*the Palisades restaurant*) for said target location; and

delivering said sponsored information (dialog box 595 in Fig. 5D and col. 50 lines 23-31) to said computing/communications device (a *PDA*, col. 14 line 66 to col. 15 line 8 and 72 line 62 to col. 73 line 5) over said network (*the Internet*, col. 8 lines 1-3).

7. DeLorme et al. teaches at the citations given above claims 2, 4, 5, 8, 14, 17, 129, 20, 23, 25, 26, 29, 32, 34 (where the user selections read on "characteristics of the user"), 35, 41, 42, 48 and 49.
8. DeLorme et al. teaches claims 43 and 50 (col. 22 lines 7-11) and claims 46 and 53 (col. 21 lines 40-48).
9. Claims 44, 45, 51 and 52 are rejected under 35 U.S.C. 103(a) as being unpatentable over DeLorme et al. (US005948040A). DeLorme et al. does not teach (claims 44 and 51) delivering sponsored information for a specific period of time. Official notice is taken (MPEP § 2144.03) that advertising was commonly sold for a specific period of time at the time of the instant invention. Because the common is obvious, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to add to the teachings of DeLorme et al. that sponsored information be delivered for a specific period of time. Claims 45 and 52 do not add effective limitations because the application does not provide a *clear definition* (MPEP § 2111.01) of "sub-division". Any division, down to that including only of one sponsor (e.g., *the Palisade restaurant*, para. 6 above) reads on claims 45 and 52.

Art Unit: 3622

10. Claims 55 and 56 are rejected under 35 U.S.C. 103(a) as being unpatentable over DeLorme et al. (US006664922B1) in view of Feezell et al. (US006253189B1).
11. DeLorme et al. does not teach (claim 55) an auction for a specific time period. Feezell teaches an auction for a specific time period (Abstract). Because Feezell teaches that non-auction methods have many deficiencies (col. 1 line 18 to col. 2 line 39), it would have been obvious to one of ordinary skill in the art, at the time of the invention, to add the teachings of Feezell to those of DeLorme et al.
12. Neither reference teaches (claim 56) that an existing sponsor is permitted to match the highest bid. Official notice is taken (MPEP § 2144.03) that it was common, at the time of the instant invention, for vendors to offer special terms to those customers with whom they have a relationship. Because the common is obvious, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to add to the teachings of Feezell and DeLorme et al. that an existing sponsor is permitted to match the highest bid.

Suggestion of Allowable Subject Matter

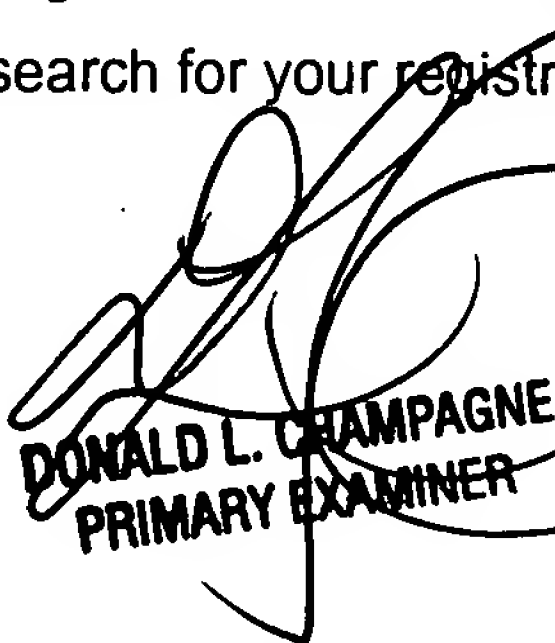
13. The specification (p. 12 line 26 to p. 14 line 20) discloses a "HUD Infosite" embodiment that is neither taught nor suggested by the prior art made of record. Hence, the present rejection could be overcome by properly claiming this embodiment.
14. Applicant is cautioned that an allowance could not be considered until this or any other amendment was searched.

Conclusion

15. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Donald L. Champagne whose telephone number is 571-272-6717. The examiner can normally be reached from 9:30 AM to 8 PM ET, Monday to Thursday. The examiner can also be contacted by e-mail at donald.champagne@uspto.gov, and *informal* fax communications (i.e., communications not to be made of record) may be sent directly to the examiner at 571-273-6717.
16. The examiner's supervisor, Eric Stamber can be reached on 571-272-6724. The fax phone number for all *formal* fax communications is 571-273-8300.

Art Unit: 3622

17. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).
18. **ABANDONMENT** – If examiner cannot by telephone verify applicant's intent to continue prosecution, the application is subject to abandonment six months after mailing of the last Office action. The agent, attorney or applicant point of contact is responsible for assuring that the Office has their telephone number. Agents and attorneys may verify their registration information including telephone number at the Office's web site, www.uspto.gov. At the top of the home page, click on Site Index. Then click on Agent & Attorney Roster in the alphabetic list, and search for your registration by your name or number.


DONALD L. CHAMPAGNE
PRIMARY EXAMINER

Donald L. Champagne
Primary Examiner
Art Unit 3622

21 June 2007